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Samsung Pay Makes It Easy to Purchase, Store, Use and Share Gift Cards Directly from Your Phone

Samsung Pay now supports 50 popular merchant gift cards in new gift card store

NEW YORK – December 10, 2015 – Samsung Electronics Co., Ltd. announced today that Samsung Pay, the most accepted mobile payment system that works at the majority of merchants today, now supports 50 popular merchant gift cards as well as a gift card store that enables users to buy gift cards from supported merchants for themselves, friends and family directly within the Samsung Pay app starting today. Samsung Pay allows you to purchase, store, pay with, and share gift cards right from your Samsung phone.

Samsung Pay supports 50 popular merchant gift cards including Babies“R”Us and Toys“R”Us, Bass Pro Shops®, Domino’s®, eBay, GameStop®, Nike, Regal Entertainment Group and Staples in partnership with Blackhawk Network. More gift card options will be added to Samsung Pay in the coming months. In addition to using these cards in stores across the U.S., Samsung Pay also supports the purchase of select gift cards—for yourself, friends and family—directly within the app itself.

"With the support of 50 major retail gift cards and the launch of the in-app gift card store, Samsung Pay is bringing consumers an easier way to use gift cards," said Injong Rhee, EVP of Samsung Electronics, Global Head of Samsung Pay. "People love gift cards, but how many of us have gone to pay for something only to realize we have a gift card sitting around somewhere at home? With Samsung Pay, you can easily carry your gift cards with you everywhere you go and not have to worry about a card going unspent."

"Another feature that is unique to Samsung Pay is the ability to buy gift cards and gift them to friends within the Samsung Pay app itself. We hope this will provide greater flexibility, access and choice for Samsung Pay customers heading into the holiday season."

Samsung Pay supports many of the country's major banks and continues to expand its partnership ecosystem. [Click here](#) for the full list of financial partners that support Samsung Pay.

- **SIMPLE:** To make a payment on Samsung Pay, users can simply swipe up, scan their fingerprint and pay.
- **SAFE:** Samsung Pay uses tokenization, Samsung KNOX, and fingerprint authentication to provide secure payments. And, as terminals are upgraded to EMV, that security is leveraged, too.

- **ALMOST ANYWHERE:** Samsung Pay is compatible with the majority of existing and new terminals, including most magnetic stripe, EMV and NFC terminals*. That means Samsung Pay works at more places than any other mobile payment service.

About Samsung Pay

Samsung Pay, a mobile payment service from Samsung Electronics, is simple, safe and available almost anywhere you can swipe or tap your card. Combining NFC with Samsung's proprietary MST technologies, Samsung Pay provides consumers a way to pay almost anywhere you can swipe or tap a card at millions of merchant locations. Samsung continues to strategically expand its partnership ecosystem for Samsung Pay to provide greater flexibility, access, and choice for customers while enabling an easy and safe payment experience. Samsung Pay is compatible with select cards and Samsung devices, and leading wireless providers. Visit www.samsung.com/pay to learn more.

**Some card reader terminals may require software updates to be compatible with Samsung Pay.*

About Samsung Electronics America, Inc.

Headquartered in Ridgefield Park, NJ, Samsung Electronics America, Inc. (SEA), is a recognized innovation leader in consumer electronics design and technology. A wholly owned subsidiary of Samsung Electronics Co., Ltd., SEA delivers a broad range of digital consumer electronics, IT and home appliance products. Samsung is the market leader for HDTVs in the U.S and America's fastest growing home appliance brands. To discover more of the award-winning products you love with Samsung, please visit www.samsung.com.

About Samsung Electronics Co., Ltd.

Samsung Electronics Co., Ltd. inspires the world and shapes the future with transformative ideas and technologies that redefine the worlds of TVs, smartphones, wearable devices, tablets, cameras, digital appliances, printers, medical equipment, network systems, and semiconductor and LED solutions. We are also leading in the Internet of Things space with the open platform SmartThings, our broad range of smart devices, and through proactive cross-industry collaboration. We employ 319,000 people across 84 countries with annual sales of US \$196 billion. To discover more, and for the latest news, feature articles and press material, please visit the Samsung Newsroom at news.samsung.com.

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